VIAL GIMS RESUIT IROM

## What is it You Want in a Motor Car?








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 cheolo












That's easy to answer-you want everything that the ingenuity of mian has
invented $;$ that science could dever science could develop, and a Canadian, accustomed to the best You want comfort to the point of luxury in riding qualitice.
You demand a cera that in outward appearance is one you and your family can
be proud to be seenin. e proud to be seen in. You insist on artistic clines in a body that is in accord with the prevalling fashions.
Upholstery that feels as easy as it thotk- that And withal a finish in details and in the enembt to play tin your dally bife
Speed, you desire, equal to any occasion and power equal to any emergency. All these you may obtain in a motor car and at a price well within your reachThere's the rub-how to decide, between those who claim everything, which car
will fulfilithe claims. For makers are not o
Every maker claims everything, How is one to didecide?
Every maker claims everything. How is one to deeide
been proven.
You can see and test for yourself most of the qualities you desire in a motor car. You carc compare body lines. You can feel the upholistering. You can determine By riding in it you By riaing in it you can ver
batance and riding qualitites.
If you know how to drivies any car you can drive it yourself and thereby tett handing and control--steering gear, shift, clutch, brakes, etc.- and responsive-
ness of motor. ness of moto
All these are an open book to the man who will read and can inter So after pll, You need only accept the word of the ealesman for-well, for the
most $\mathbf{t i m p o r t a n t}$ facta. These are, the reliability of the car and $j$ to gasoline consumption.
 economy to the vanishing point. Proofs-that is the only certain wai
"Claims are all right, but only proofs count"- that is the Maxwell stogen Believing that every claim should be susceptitle of in controvertible proof-and
befieving it to be bood business to claim only what we can We have proven in official test, and before the whole world, those two most
elusive but most impritent In 44 days and nights running, during whichithe motor never stopped-the car every minute under the supervision of A. A. A. Officials neverstopped the Maxwell proved
its wonderful reliability That still stands the worlds record for reliability-the official Record. In that same non- -topp tetet, astandard, stock-model Mexwell coverect 22,022 miles
at an average speed of 25 mites per horr. That also is the Official Worlds per hour
Again: The Maxwell Motor Compatay
Maxwell ownerecord.
Mill -for an economy contest. More than 3000 Maxwell owners entered-and the average of alif those Maxwells
was 29.4 miles per gallon of gasoline. (That was fore U. S. 20 per cent mileage and you have 35.3 for a. Canaitinn "Smperial Callon.'.) Add That also stands a wortdd record for gasoline economy.
And remember, it wasn't the perfomanice of one especially adjuted car, but an
average made by more than 3000 Maxwells Nor were they driven by factory employen , 10 and 17 models. Nor were they driven by factory employees or dealete the relles specified that
only actual owners or members of theit tainifies could cominite. So there's one car, in the selection of which you can be sarre';-absolutely sure: For what you cannot yourself see and examine and test, hes been proven beyond
question You are invited to see and to ride in and to drive yourself, a Maxwell. And, having done that having seen and tested all that can be confrrmed in a
shorr time-he ficial figures of those long-time, long-distance, reliability and coonomy tests are aflico vavailables of to yout.
Then, if you are willing to accept mere verbal assertions in the selection of your
car -that is your privilege, of course. But if you want a car that in oofficial test has proven every claim made for it-
that car must be a Maxwell.

